ABC sweeps to prime time household victory

On strength of Olympics, network wins Arbitron's February sweeps, stopping NBC streak at 11

Arbitron's local market-by-market February sweep numbers are in and, as expected, ABC affiliates fared best, averaging as a group 16,324,000 viewing households in prime time, up 24% from a year ago. That's according to a premlinary analysis of the market numbers by the NBC research department. Both NBC and CBS affiliates were down in terms of average household delivery. NBC's analysis found that on average NBC affiliates delivered 13,991,000

homes across the board in prime time, down 9% from a year ago, while CBS affiliates delivered an average of 12,217,000 prime time homes, down 11%.

The ABC victory broke an NBC sweeps winning streak at 11, and marked the first time that ABC has won a sweeps period in four years. Most observers attributed ABC's victory to its extensive coverage of the 1988 winter Olympics games in Calgary, Canada.

On a market-by-market basis, according to BROADCASTING's analysis of the Arbitron numbers, ABC took 111 first places (two ties for first, one each with CBS and NBC), including wins in eight markets in which there was no other network affiliate. NBC

had 60 first-place finishes (including its one tie with ABC and three ties with CBS), nine of which came in markets with no competing affiliates. CBS had 45 firsts (including its three ties with NBC and one with ABC), nine of which came in markets with no competing affiliates.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., Sunday, 7 p.m.-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate market winner. A dash indicates no primary or secondary affiliation in the market.

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	21	19	**27**
Albany, Ga. (151)	6	—	**61**
Albany-Schenectady-Troy, N.Y. (52)	**104**	76	79
Albuquerque, N.M. (56)	**98**	41	74
Alexandria, La. (160)	6	—	**47**
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (117)	**40**	24	25
Anniston, Ala. (192)	—	**14**	—
Ardmore-Ada, Okla. (172)	17	**20**	15
Atlanta (12)	209	184	**252**
Augusta, Ga. (102)	40	**42**	27
Austin, Tex. (71)	**65**	56	41
Bakersfield, Calif. (145)	**26**	23	23
Baltimore (22)	**205**	137	176
Bangor, Me. (156)	**24**	21	22
Baton Rouge (91)	**58**	**58**	46
Beaumont-Port Arthur, Tex. (124)	38	42	**45**
Bend, Ore. (207)	—	**5**	**5**
Billings-Hardin, Mont. (164)	**18**	15	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**35**	—	—
Binghamton, N.Y. (132)	20	**39**	17
Birmingham, Ala. (49)	106	42	**120**
Bluefield-Beckley-Oak Hill, W.Va. (141)	22	—	**30**
Boise, Idaho (136)	**36**	18	25
Boston (6)	**413**	240	326
Bowling Green, Ky. (191)	**25**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	52	**73**
Buffalo, N.Y. (38)	**124**	84	110
Burlington, Vt.-Plattsburgh, N.Y. (96)	21	**48**	42
Butte, Mont. (189)	**13**	10	8
Casper-Riverton, Wyo. (188)	5	4	**10**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	**65**	38	59
Charleston, S.C. (109)	36	41	**45**
Charleston-Huntington, W.Va. (46)	69	71	**113**
Charlotte, N.C. (31)	**112**	109	55
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	50	47	**58**
Chynne, Wyo.-Scttsblff,Neb.-String, Colo. (183)	—	**12**	—
Chicago (3)	**626**	329	479
Chico-Redding, Calif. (140)	**40**	22	15
Cincinnati (29)	**142**	112	126
Clarksburg-Weston, W.Va. (162)	—	**26**	23
Cleveland (11)	**332**	196	231
Colorado Springs-Pueblo (97)	**56**	33	36
Columbia, S.C. (87)	33	36	**81**

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Columbia-Jefferson City, Mo. (152)	22	26	**28**
Columbus, Ga. (118)	**44**	34	22
Columbus, Ohio (33)	**142**	108	121
Columbus-Tupelo, Miss. (133)	8	30	**53**
Corpus Christi, Tex. (120)	**36**	25	28
Dallas-Fort Worth (8)	**310**	233	224
Davenport, Iowa-Rock Island-Moline, Ill. (77)	**62**	46	57
Dayton, Ohio (48)	**101**	83	75
Denver (19)	**204**	116	148
Des Moines (66)	**64**	59	61
Detroit (7)	326	219	**334**
Dothan, Ala. (157)	10	**42**	—
Duluth, Minn.-Superior, Wis. (122)	**44**	24	24
El Centro, Calif.-Yuma, Calif. (181)	4	5	**9**
El Paso (104)	**39**	30	36
Elmira, N.Y. (165)	**18**	—	16
Erie, Pa. (143)	**34**	19	30
Eugene, Ore. (137)	**37**	24	14
Eureka, Calif. (186)	—	**7**	**7**
Evansville, Ind. (90)	**52**	40	39
Fargo, N.D. (107)	**43**	29	30
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (59)	**108**	36	86
Florence, S.C. (130)	25	**53**	—
Fort Myers-Naples, Fla. (98)	33	**37**	**37**
Fort Smith, Ark. (148)	25	**31**	19
Fort Wayne, Ind. (99)	**56**	32	36
Fresno, Calif. (63)	**72**	45	57
Gainesville, Fla. (166)	**30**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction, Colo. (176)	0	**12**	10
Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	**125**	64	89
Great Falls, Mont. (177)	**17**	9	5
Green Bay-Appleton, Wis. (68)	**92**	46	57
Greensboro-Winston Salem-High Point, N.C. (50)	**101**	85	91
Greenville-New Bern-Washington, N.C. (95)	33	44	**64**
Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	101	93	**124**
Greenwood-Greenville, Miss. (168)	**20**	14	—
Hagerstown, Md. (195)	—	—	**22**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	99	66	**106**
Harrisonburg, Va. (200)	**20**	—	—
Hartford-New Haven, Conn. (23)	**193**	147	82
Helena, Mont. (209)	—	—	**4**
Houston (10)	**253**	166	195
Huntsville-Decatur-Florence, Ala. (89)	48	**54**	48